

Student Name: _____

Date: _____

PROGRAM COMPETENCY PROFILE FOR CAREER TECHNICAL EDUCATION
Career Cluster: Marketing, Sales and Service

Program Name: Marketing/Marketing Management, General

CIP: 52.1401

Effective 9/2018

National Standard: Marketing Education Resources Center-National Marketing Education Standards

| Competencies (statement that provides the overview of instructional area) | Performance Indicators (examples of what educators may see in performance tasks when learners demonstrate their increasing understanding and use of the competencies) | Rating Scale: (1) No Exposure (2) Novice (3) Proficient (4) Mastery | | | | |
|--|--|--|---|---|---|--|
| Learner can: | Learner can: | | | | | |
| 1.Understands aspects of and approaches to effective personal management ELA:2,3,4,6,7,8,9 M:2,4 | <ul style="list-style-type: none">● Demonstrate personal effectiveness by:<ul style="list-style-type: none">○ <i>Honestly appraising own performance and self-reflecting to make improvements;</i>○ <i>Seeking feedback and being open to the views and opinions of others;</i>○ <i>Being aware of when it is appropriate to multi-task and when to maintain a work environment that is free from personal distraction;</i>○ <i>Taking ownership for personal success and success of the company (innovation, initiative, creative problem solving);</i>○ <i>Being aware of the evolving needs of the business and responding appropriately(adapt behavior);and</i>○ <i>Maintaining professional demeanor (judgement, being on time, attire, time management, etc.).</i> | 1 | 2 | 3 | 4 | |
| 2. Understands the importance of fostering leadership and teamwork and the different roles in a team. ELA: 2,3,4,6,7,8,9 M:8 | <ul style="list-style-type: none">○ Demonstrate team and leadership skills by:<ul style="list-style-type: none">○ <i>Supporting and encouraging other team members;</i>○ <i>Proactively sharing information with the team ;</i>○ <i>Working towards the achievement of team goals and organizational goals;</i>○ <i>Considering the wider impact of their decisions and actions;</i>○ <i>Understanding the interpersonal dynamics of a remote work environment;</i>○ <i>Being aware of their responsibilities as a team member and evaluating their changing role within the team;</i>○ <i>Adapting to a variety of teams and groups within the company;</i>○ <i>Being aware of how to work with people from different backgrounds</i> | 1 | 2 | 3 | 4 | |

Key: Rating Scale: 1 NO EXPOSURE; 2 = NOVICE (Information was covered in class, but student cannot demonstrate skill or knowledge without significant supervision); 3 = PROFICIENT (Student regularly demonstrates the knowledge or skill); 4= MASTERY (Student demonstrates successful completion of this skill numerous times without supervision.)

Common Core: E=English Language Arts (Reading, Research, Listening Speaking, Technology) M=Mathematics (Numbers Quantity, Algebra, Functions, Geometry, Stat&Prob)

All Aspect Industry (AAI) Career Ready Practice (CRP)

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|--|---|--|---|---|---|---|
| | <i>(socioeconomics, generational, cultural, etc.); and</i> <ul style="list-style-type: none">o <i>Knowing the different roles and functions of managers and leaders.</i> | | | | | |
| 3. Understands the concepts, processes, systems, strategies and tools used in the industry. Foundations: <i>Economics</i> <i>Communications</i> <i>Strategic Management</i> ELA:2,3,4,6,7,8,9 M 2,3,6,8 | <ul style="list-style-type: none">• Conduct all business operations with an awareness of pertinent laws and regulations and a personal code of ethics. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| | 1 | 2 | 3 | 4 | | |
| | <ul style="list-style-type: none">• Demonstrate the ability to accurately apply mathematical functions and interpret related data to solve marketing related problems. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| | 1 | 2 | 3 | 4 | | |
| | <ul style="list-style-type: none">• Examine and analyze economic trends. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| 1 | 2 | 3 | 4 | | | |
| <ul style="list-style-type: none">• Discuss the advantages and disadvantages of taking a business global to determine the rewards and risks. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 | |
| 1 | 2 | 3 | 4 | | | |
| <ul style="list-style-type: none">• Obtain and convey ideas and information in marketing to facilitate business operations by:<ul style="list-style-type: none">o <i>Demonstrating strong verbal communication and presentation skills;</i>o <i>Knowing the difference between informal voice vs professional voice;</i>o <i>Tailoring their message for your audience and method of communication (verbal , formal report , electronic) ; and</i>o <i>Being able to locate resources.</i> | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 | |
| 1 | 2 | 3 | 4 | | | |
| 4. Understands the concepts, processes, systems, strategies and tools used in the industry. Functions: <i>Marketing Information</i> <i>Channel Management</i> <i>Product Service</i> <i>Selling & Customer Relations</i> <i>Promotion</i> <i>Pricing</i> <i>Human Resource</i> | <ul style="list-style-type: none">• Know the basic concepts/ applications of digital marketing channels and be aware of what is trending/up- and- coming. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| | 1 | 2 | 3 | 4 | | |
| | <ul style="list-style-type: none">• Research, interpret, and assess marketing data and its validity in making business decisions. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| | 1 | 2 | 3 | 4 | | |
| | <ul style="list-style-type: none">• Analyze and assess marketing information systems used in research and consumer marketing (product development or improvement, pricing, packaging, distribution, media selection, and promotion) to make informed business decision by:<ul style="list-style-type: none">o <i>Identifying industry/economic trends;</i>o <i>Analyzing market needs and opportunities; and</i>o <i>Anticipating market changes.</i> | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| 1 | 2 | 3 | 4 | | | |
| <ul style="list-style-type: none">• Identify, select, monitor, and evaluate sales channels. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 | |
| 1 | 2 | 3 | 4 | | | |
| | | | | | | |

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All Aspect Industry (AAI) Career Ready Practice (CRP)

| | | | | | | |
|---|--|--|---|---|---|---|
| ELA: 2,3,4,6,7,8,9 M:1,2,3,4,6,8 | <ul style="list-style-type: none">Develop, maintain, and improve product or service in response to market feedback by:<ul style="list-style-type: none">Employing product –mix strategies; andPlanning product/service activities to facilitate product development. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| | 1 | 2 | 3 | 4 | | |
| | <ul style="list-style-type: none">Explain the benefits of building a positive relationship with customers and its impact on a business (company image, branding, build sales, etc.). | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| | 1 | 2 | 3 | 4 | | |
| | <ul style="list-style-type: none">Explain the selling processes to determine client needs and wants through personalized communication that influences purchase decisions and enhances future business opportunities. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| | 1 | 2 | 3 | 4 | | |
| | <ul style="list-style-type: none">Use current and evolving technology that allows companies to streamline, automate, and measure marketing tasks and workflows (CRM, omni channel, automation, data insight).<ul style="list-style-type: none">Know the depth of social media as a business application. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| | 1 | 2 | 3 | 4 | | |
| | <ul style="list-style-type: none">Develop a marketing plan by researching market trends, demographics, pricing strategies, and other relevant information (project management). | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| | 1 | 2 | 3 | 4 | | |
| <ul style="list-style-type: none">Identify, select, monitor, and evaluate sales channels to minimize costs and maximize effectiveness. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 | |
| 1 | 2 | 3 | 4 | | | |
| <ul style="list-style-type: none">Explain the role of promotion as a marketing function by:<ul style="list-style-type: none">Generating product ideas;Using product mix strategies; andCommunicating with targeted audiences to achieve a desired outcome (advertising, personal selling, publicity, public relations). | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 | |
| 1 | 2 | 3 | 4 | | | |
| <ul style="list-style-type: none">Explain factors affecting pricing decisions by:<ul style="list-style-type: none">Describing and applying pricing strategies to determine optimal prices; andAssessing pricing strategies to identify needed changes and to improve profitability. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 | |
| 1 | 2 | 3 | 4 | | | |
| <ul style="list-style-type: none">Describe the role and function of human resources management and laws/regulations within a company. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 | |
| 1 | 2 | 3 | 4 | | | |
| <ul style="list-style-type: none">Describe and demonstrate the strategic planning processes within an organization. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 | |
| 1 | 2 | 3 | 4 | | | |

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|---|--|--|---|---|---|---|
| | <ul style="list-style-type: none">Identify the resources and steps needed for a business venture (growth, development, demise), including:<ul style="list-style-type: none">What does it mean to be an entrepreneur? | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| 1 | 2 | 3 | 4 | | | |
| 5. Demonstrate understanding of the necessary employability and career readiness skills in order to achieve success in today’s workplace. AAI:1-9 CRP: 1-13 ELA:2,3,4,6,7,8,9 https://www.education.nh.gov/career/career/documents/aai_crp_emp.pdf | <ul style="list-style-type: none">Identify and explain all aspects of the marketing industry (employer expectations, occupational information, current and projected employment, job options, postsecondary options, etc.). | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 |
| | 1 | 2 | 3 | 4 | | |
| <ul style="list-style-type: none">Apply knowledge of career-planning strategies and skills related to job search, preparing for an interview, and job acquisition. | <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> | 1 | 2 | 3 | 4 | |
| 1 | 2 | 3 | 4 | | | |

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